

THE COMMERCIAL EXHIBIT

The Fifty-Seventh Annual Session C. M. A.—Sacramento

Keniston-Root Corporation and Benjamin & Rackerby—Among the interesting exhibits will be that of Keniston-Root Corporation, Los Angeles, and Benjamin & Rackerby, Sacramento, who jointly will occupy Space No. 7 with a complete line of new and up-to-date surgeons' instruments, sterilizers, office furniture, carbon arc lamps, etc. The members of the California Medical Society are invited to make Benjamin & Rackerby's store in Sacramento, located at 919 Tenth Street, their headquarters.

Certified Laboratory Products of San Francisco and Glendale will have an attractive display of their various products, including nitrous oxid, medical oxygen, ethylene, carbon dioxid, and intravenous and intramuscular medications.

Competent members of the organization of Certified Laboratory Products will be on duty at the exhibit daily during the meeting to explain to visitors quality, purity, and use of the various items marketed to the medical profession by this company.

Medical Protective of Fort Wayne—All members of the California Medical Association and friends are cordially invited to visit Booth No. 22 of the Medical Protective Company. Mr. I. M. Van Slyke of the Los Angeles office and Mr. William H. Williams of the San Francisco office will be delighted to have you call, whether merely to say "hello" and renew old acquaintances or to satisfy yourself on some question of malpractice protection. Consider them at your service and feel free to call upon them for anything which may contribute to making this the most pleasant and successful society meeting you have ever attended.

Dewar & Hare—Dewar & Hare, 1205 Fruitvale Avenue, Oakland, wish to thank their many clients for their generous support during the past year.

The quiet enthusiasm which has greeted the results obtained from the use of the "Thermotax" diathermy generator and the "Electrotax" low voltage sine wave and galvanic generator, is due to the true form and ease of control of their outputs. This apparatus is backed by real service, which continues throughout the life of the apparatus.

Dewar & Hare represent The Engeln Electric Company of Cleveland, Ohio, makers of high-class x-ray and physiotherapy equipment.

Horlick's Malted Milk Corporation will be among the exhibitors at the meeting of the California Medical Association, and plans unusual activities in the interests of its products: Horlick's the Original Malted Milk, Horlick's Chocolate Malted Milk, and Horlick's Milk Modifier. Representatives of the Horlick firm will be present to explain the uses of these products, which have an application to many of the dietary problems of the medical profession.

Horlick's Milk Modified, a maltose dextrin sugar, has attracted an unusual amount of interest, as have the other products which will be exhibited and demonstrated. This interest, we are told, is indicative of a general increase in the popularity of the Horlick products throughout the country.

The Bausch & Lomb Optical Company of California will exhibit at the California Medical Association in the Auditorium at Sacramento.

Instruments to be shown include a complete line of new diagnostic sets, new microscopes with built-on stage, blood counters, new biological colorimeter, rotary clinical microtome and euscope.

All Bausch & Lomb Optical Company's instru-

ments, including optical glass, are manufactured at Rochester, New York. The first microscope was made in 1872. Since then approximately 200,000 have been supplied to American institutions, physicians, and other workers—a greater number than any other manufacturer, domestic or foreign, can point to. This achievement is the result of correct designs, craftsmanship, fair dealing, and service.

Affleck Laboratories, established in Sacramento in 1922, is undoubtedly the most complete institution of its kind in the West. It is composed of three departments: Analytical, Biologic Depot, Exclusive Pharmacy, each a distinct unit but each dependent upon the other to some extent. The Analytical Department comprises chemical, bacteriological, and serological units, operated solely for the physician. The Biologic Depot renders service both to the physician and the laity in its complete stock of biological products always under refrigeration. The Exclusive Pharmacy is for the service of the laity, and is operated entirely for the compounding of physicians' prescriptions from the finest drugs and chemicals.

Mellin's Food Company—The exhibit of the Mellin's Food Company will be in charge of Dr. William S. Wallace, showing the well and favorably known preparation of Mellin's Food, for the modification of fresh cow's milk, also their new product, Mellin's Food biscuits for invalids, convalescents, and the aged, and are particularly suitable during the period when the baby is being weaned, and the introduction of solid food becomes necessary, for they contain a large percentage of Mellin's Food, which is recognized everywhere as nourishment especially appropriate in early life.

The Calso Company—Appreciating fully the material advantage of asking the attention of the Medical Association to our product Calso Water, we are again making an exhibit at the Sacramento meeting.

We are glad to be a part of the exhibit feature of the meeting and to avail ourselves of this opportunity of continuing to present our product to the notice of the medical profession, from whom we have in the past fourteen years received so much commendation, which we greatly appreciate, and will gladly continue to keep our product 100 per cent ethical.

The Laboratory Products Company—What is S. M. A.? S. M. A. is an adaptation to breast milk which resembles breast milk both physically and chemically.

S. M. A., in addition to giving excellent nutritional results in most cases, also prevents rickets and spasmophilia.

It is not necessary to modify S. M. A. for normal, full-term infants. It resembles breast milk not only in its protein, carbohydrate, and salt content, but also in the character of the fat. Since the very young infant can tolerate the fat, as well as the other essential constituents in S. M. A., it is possible to give it, in the same strength, to normal full-term infants from birth to twelve months of age.

Deshell Laboratories, Inc.—At the Petrolagar booth there is an active demand for the set of drawings by Tom Jones of the University of Illinois, illustrating various types of constipation and bowel conditions. Sets are given free or mailed. They are helpful in consultations with patients and for comparison with roentgenograms. These pictures are distinctive and somewhat different from the usual anatomical drawing of the bowel in that they show the perspective. They are not flat.